

# “No Touch” Return Mail

## A proven, automated postal optimization solution



U.S. COMPANIES INCUR APPROXIMATELY \$20 BILLION A YEAR FOR UNDELIVERABLE MAIL DUE TO INCORRECT, INCOMPLETE, OR ILLEGIBLE ADDRESSES.

(Source: <https://www.uspsog.gov/tags/undeliverable-mail>)

You may be overlooking a significant savings opportunity: **reducing your returned mail.** It's likely costing you more than you realize, and with new USPS regulations effective in 2018 and an increasingly mobile population, it can potentially become even more costly in the near future.

### A CLOSED-LOOP PROCESS

With our “no touch” technology, your undeliverable mail goes through the same automated mail-piece-level tracking performed on your outgoing mail.



Images of the statement are taken and archived during the original production and again when the mail piece is returned.



The combination of metadata captured during the manufacturing process and the Intelligent Mail® barcode (IMB®) creates an automated closed-loop reconciliation process, giving you immediate access to undeliverable mail address details.



Mail volumes are then captured in output files and online reports that allow efficient address record updates.



Business rules dictate remediation steps, including securely shredding the undeliverable mail or returning it to you.



Finally, you are able to view a single report on the Broadridge Customer Communications Center with comprehensive details about your returned mail, including access to pre- and post-returned mail images.

## HOW IT WORKS

When combined with USPS Full Service ACS with Secure Destruction, you receive one of the most sophisticated return mail solutions available today.

- 1** Broadridge receives your undeliverable mail daily at a dedicated Post Office™ box.
- 2** Using a “no touch” method, the return mail is processed leveraging the Intelligent Mail barcode (IMB®). This information is used to identify address and account information, production details, the reason for return (NIXIE) and other information provided by the USPS, which is sent to you daily in Broadridge’s Address Direct file format so that you can update your address records.
- 3** Cameras scan and capture each piece for customer identification purposes.
- 4** The scans are reconciled with the original document to create a single package view, leveraging the IMB and archive metadata.
- 5** After processing, the returned mail is securely shredded. Mail addressed to the P.O. Box™, such as correspondence mail or pieces without the barcode, are returned to you overnight.

## BENEFITS OF BROADRIDGE’S RETURN MAIL SOLUTION:

- Reduce return mail volumes and save on mailing and postage costs – up to \$20 per piece – by applying our full suite of address hygiene products throughout the mailing process.
- Meet regulatory requirements – The USPS will begin investigating and fining companies with undeliverable mail that falls outside of the approved threshold starting in 2018.
- Eliminate manual processing and destruction of returned mail.
- Use the returned mail file to update databases, manage collection efforts and execute re-mails.
- Trigger digital alerts for customers to update their contact information.
- Mitigate risk of undeliverable mailpieces falling prey to identify theft.
- Moderate mail tracking of potential undeliverable mail in process that cannot be delivered based on force majeure events (i.e. natural disasters).

In addition to our Return Mail solution, our Address Direct postal optimization suite provides address standardization, update and correction tools so your mail is promptly and accurately delivered to your customers.

Let us show you how we can help you reduce undeliverable mail, save on postage costs and remain compliant. Contact us today by visiting [broadridge.com](http://broadridge.com) or calling +1 (800) 353-0103.

**CLIENT RESULTS: A MAJOR WIRELESS PROVIDER  
EXPERIENCED A 35% DECREASE IN RETURNED MAIL AFTER  
IMPLEMENTING OUR SOLUTION DESPITE THEIR GROWING  
CUSTOMER BASE. THEIR PROJECT MANAGER STATED,  
“IT WAS CLEAR THAT BROADRIDGE’S OFFERING WOULD  
PROVIDE A LOT MORE VALUABLE CUSTOMER INFORMATION  
THAN WE COULD EVER GET FROM MANUAL PROCESSING.”**

Broadridge, a global fintech leader with \$4 billion in revenue, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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